

# V Kumar

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/5555650/publications.pdf>

Version: 2024-02-01

26  
papers

2,830  
citations

361413

20  
h-index

526287

27  
g-index

27  
all docs

27  
docs citations

27  
times ranked

2182  
citing authors

#	ARTICLE	IF	CITATIONS
1	Customer engagement: the construct, antecedents, and consequences. <i>Journal of the Academy of Marketing Science</i> , 2017, 45, 294-311.	11.2	999
2	My Reflections on Publishing in <i>Journal of Marketing</i> . <i>Journal of Marketing</i> , 2016, 80, 1-6.	11.3	392
3	Customer engagement in service. <i>Journal of the Academy of Marketing Science</i> , 2019, 47, 138-160.	11.2	259
4	Robotics for Customer Service: A Useful Complement or an Ultimate Substitute?. <i>Journal of Service Research</i> , 2021, 24, 9-29.	12.2	161
5	Brand Licensing: What Drives Royalty Rates?. <i>Journal of Marketing</i> , 2013, 77, 108-122.	11.3	142
6	Research framework, strategies, and applications of intelligent agent technologies (IATs) in marketing. <i>Journal of the Academy of Marketing Science</i> , 2016, 44, 24-45.	11.2	136
7	Social coupons as a marketing strategy: a multifaceted perspective. <i>Journal of the Academy of Marketing Science</i> , 2012, 40, 120-136.	11.2	112
8	How legacy firms can embrace the digital ecosystem via digital customer orientation. <i>Journal of the Academy of Marketing Science</i> , 2020, 48, 114-131.	11.2	106
9	Do loyal customers really pay more for services?. <i>Journal of the Academy of Marketing Science</i> , 2017, 45, 807-826.	11.2	50
10	Reversing the Logic: The Path to Profitability through Relationship Marketing. <i>Journal of Interactive Marketing</i> , 2009, 23, 147-156.	6.2	45
11	Measuring customer profitability in complex environments: an interdisciplinary contingency framework. <i>Journal of the Academy of Marketing Science</i> , 2012, 40, 387-401.	11.2	45
12	The Construct, Measurement, and Impact of Employee Engagement: a Marketing Perspective. <i>Customer Needs and Solutions</i> , 2014, 1, 52-67.	0.8	44
13	Understanding the structural characteristics of a firm's whole buyer-supplier network and its impact on international business performance. <i>Journal of International Business Studies</i> , 2019, 50, 365-392.	7.3	42
14	Recovering Hidden Buyer-Seller Relationship States to Measure the Return on Marketing Investment in Business-to-Business Markets. <i>Journal of Marketing Research</i> , 2013, 50, 143-160.	4.8	41
15	Driving growth of Mwallets in emerging markets: a retailer's perspective. <i>Journal of the Academy of Marketing Science</i> , 2019, 47, 747-769.	11.2	41
16	Integrating Theory and Practice in Marketing. <i>Journal of Marketing</i> , 2017, 81, 1-7.	11.3	39
17	Unlocking the power of marketing: understanding the links between customer mindset metrics, behavior, and profitability. <i>Journal of the Academy of Marketing Science</i> , 2018, 46, 813-836.	11.2	37
18	New perspectives on business model innovations in emerging markets. <i>Journal of the Academy of Marketing Science</i> , 2020, 48, 815-825.	11.2	27

#	ARTICLE	IF	CITATIONS
19	The role of university research centers in promoting research. <i>Journal of the Academy of Marketing Science</i> , 2017, 45, 453-458.	11.2	26
20	Introduction to the Special Issue "Mapping the Boundaries of Marketing: What Needs to be Known. <i>Journal of Marketing</i> , 2016, 80, 1-5.	11.3	20
21	Assessing the influence of strategic marketing research on generating impact: moderating roles of models, journals, and estimation approaches. <i>Journal of the Academy of Marketing Science</i> , 2017, 45, 164-185.	11.2	20
22	Developing firms' growth approaches as a multidimensional decision to enhance key stakeholders' wellbeing. <i>International Journal of Research in Marketing</i> , 2021, 38, 402-424.	4.2	15
23	What's in It for Me? The Creation and Destruction of Value for Firms from Stakeholders. <i>Journal of Creating Value</i> , 2017, 3, 142-156.	0.9	13
24	Generating Competitive Intelligence with Limited Information: A Case of the Multimedia Industry. <i>Production and Operations Management</i> , 2020, 29, 192-213.	3.8	8
25	Client profitability of diffusion segments across countries for multi-generational innovations: The influence of firm, market, and cross-national differences. <i>Journal of International Business Studies</i> , 2018, 49, 1237-1262.	7.3	6
26	It takes two to tango: Statistical modeling and machine learning. <i>Journal of Global Scholars of Marketing Science</i> , 2021, 31, 296-317.	2.0	3